



ABOUT ME

I'm a self-starting and adaptable professional with a rich history in heading diverse projects in graphic design and website development to ensure delivery of high-quality print, digital, and on-line products.

I'm also the owner and designer of Poverello Media in Barrie, Ontario, with a demonstrated success designing marketing collateral for printed promotional materials, advertisements, e-mail communications, and other campaign assets.

Letters of recommendation are available upon request.

MY WORK

Portfolio: www.poverellomedia.com

Brochures • Booklets • Newsletters •
Posters • Hardcover and Paperback
Layouts • Annual Reports • Trade Show
Displays • Murals • Banners

Website Design • On-line Shopping
Development • E-mail and
Social Media Campaigns

Audio and Video Editing

Print Production • Website Hosting

ROB HUSTON



MY EXPERIENCE

WEB AND GRAPHIC DESIGNER

Fontbonne Ministries,
Sisters of St. Joseph of Toronto, 2008–2018

Actively increased organizational awareness by coordinating promotional programs and campaigns. Managed design and print production of a diverse array of event marketing materials, on-line and print news publications, brochures, tradeshow banners, annual reports and more. Increased awareness and engagement with the corporation by designing and maintaining six websites and related social media accounts. Aided in the development of community-building programs.

DESIGN AND PRODUCTION MANAGER

Madonna House Publications, 1999–2007

Managed the book production process, including editing, cover design and interior layout, print production and e-book formatting. Recorded audiobooks and managed quality control, editing, design and production. Greatly increased book sales through development of an on-line store and integration with Amazon. Promoted the organization by designing websites, newsletters, ads, catalogues, brochures, posters, and the creation of social media and e-mail campaigns.

ON-LINE SERVICES SUPERVISOR

Lowe-Martin, 1997–1999

Designed websites and interactive digital products for large corporations, including the Government of Canada. Led a start-up operation for e-book production; responsible for hiring, training and supervising twelve technicians. Worked with major international publishers to ensure a high-quality product produced on tight deadlines. Consultant for Microsoft on the Open eBook Publication Structure.



MY EDUCATION

DESIGN ARTS—GRAPHIC DESIGN DIPLOMA

Georgian College of Applied Arts and Technology, 1997

Proficiencies: Adobe Creative Suite, InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Premiere, Audition, Microsoft Office Suite, Publisher, PowerPoint, WordPress, Drupal, HTML, CSS, Windows, macOS.



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